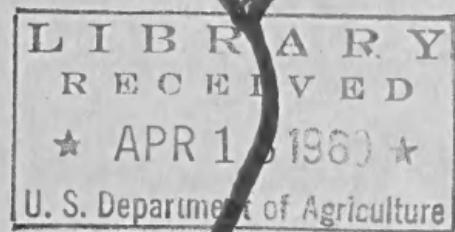


S P R I N G
P R E L U D E



AZALEAS

No flowers more beautifully exemplify the Spirit of the Spring than the Azaleas. In Southern California we find four evergreen varieties that thrive and offer the ultimate in charm and color: the Indicas, Kurumes, Rutherfordianas and Indica-Macranthas. All through the months of March, April and May they present an unforgettable pageant of bloom.

The gorgeous Indicas, with their large spectacular blossoms and habit of intermittent bloom throughout the year, leave little to be desired.

The Kurumes comprise a most diversified collection, and their mass bloom is most effective. You must see them in bloom to fully appreciate their beauty, attractiveness and suitability for practically all purposes.

Last, but not least, the Indica-Macranthas, or early summer flowering Azaleas, with their oriental habit of growth and sparkling flowers.

Many and varied are the uses to which Azaleas may be put: pick them freely for decoration throughout your rooms, use them for favors or wear them as corsages. Their lasting qualities are remarkable. Too, they display charming individuality as pot plants for the house or patio.

We have specialized in Azaleas for many years and now offer a unique selection of the finest varieties and latest introductions.

The varieties mentioned herein represent only a very limited number of our extensive collection.

INDICAS

ALBERT and ELIZABETH
AVENIR (sun)
BLUSHING BRIDE
CHIMES (new)
DISTINCTION
EMIL DE KOENIG (new)
FRED SANDERS
HEXE (sun)
MADAME PERICOTT-light (sun)
MADAME PERICOTT-dark (sun)
PINK PEARL
PRIDE OF DORKING (sun)
SANDERS SPECIAL (sun)
SWEETHEART SUPREME
TRIUMPHE (sun)
VERVAENEANA ALBA
VERVAENEANA ROSEA

RUTHERFORDIANAS

KURUMES

ALASKA (sun) (new)
AVALANCHE
FRANCES RODGERS (new)
LAUGHING WATER (sun)
SERAPHIM
SNOWBIRD (sun)
SOUTHERN CHARM
VANESSA (FORMOSA) (sun)
WHITE APRIL (sun)

INDICA MACRANTHAS

FIESTA, FIRMAMENT, SUMMER SUN, VALO,

in a variety of colors

Bloom April - May

Flame-coral and white.	double
Glowing red-coral.	double
Delicate rosy pink.	double
Deep red.	double
Rose pink.	semi-double
White with cherry red edging.	double
Rich red.	double
Deep red hose-in-hose.	double
Soft pink.	double
Deeper pink.	double
Large, exquisite soft pink.	double
Large, rich rose-red.	single
White hose-in-hose.	double
Delicate pink clusters.	double
Large, deep rosy red.	double
Large, showy white.	double
Large, rose-pink and white.	double

Deep salmon.	semi-double
Currant red.	semi-double
Bright red.	semi-double
Exquisite lavender shade.	semi-double
Large, pure white.	semi-double
Rose pink.	double

Large, pure white.	single
Pure white.	single
Large, delicate lavender. Very fragrant.	single
Large snowy-white. Fragrant.	single
Shaded candy-pink.	double
Very large white. Fragrant.	single
Deep pink.	single
Very large, rich pansy-violet.	single
Unusually large, pure white. Fragrant.	single



Azalea Culture

Azaleas require an acid soil condition. Do not add leaf-mold or soil. Dig a hole one-fourth wider than the container and two inches deeper, to insure ample room for an expanding root system, and fill with European peat **thoroughly moistened**. They must have good drainage. In the event of heavy or adobe soil, dig a hole at least twice the depth of the container and fill with stones or coarse gravel up to the level of the peat. No matter what type of soil, do not put more than two inches of peat under the peat ball as taken from the pot. Set them on level with adjacent soil.

It is desirable to reset your Azaleas in fresh peat when indicated by the condition of the plant; preferably just after the blooming season. Remove the broken down peat by hand or with a strong nozzle spray.

Top-dress lightly with a special Azalea acid food, and/or cotton-seed meal, three times after the blooming season (May 20, July 15 and September 1), and work it in to a depth of not more than $\frac{1}{4}$ inch, so as not to disturb the surface roots.

Azaleas enjoy a semi-shady location, such as that afforded by spreading trees or the north side of a house. Those marked (sun) are more adaptable to a sunny location than the others. None of the Azaleas have any objection to the morning sunlight. Most Azalea plants will also grow well in the sun, but the flowers will last longer and look better in a semi-shady location during the blooming season. Keep them reasonably moist, but avoid a boggy condition. Do not let them dry out at any time.

A well chosen selection will give consistent bloom from February through May. During the remainder of the year they make most attractive evergreens and are very hardy.

* * *

Come and enjoy our **AZALEA DISPLAY**

*and bring your friends
Thousands of exquisite blooms in
over fifty different shades and types.*

March through April

* * *

OPEN DAILY 7:30 A.M. to 5:15 P.M.
OPEN SUNDAYS—10 A.M. to 5:20 P.M.

Free Admission — Ample Parking

62

[Signature]

COOLIDGE GARDENS
889 North Altadena Drive
East Pasadena, California
Phone: SVcamore 4-1121

An invitation to our
Spring Azalea Display
MARCH THROUGH APRIL.

